

## ABSTRACT

ShopLive system supports existing merchants and malls to better serve customers by providing easy access to merchandise and sales assistants over a communication network to display items and to provide expert information on products. The shopping experience is enhanced by tokens to allow ease of shopping and checkout. Items purchased that need installation or service or supported by accessing live experts. Direct connection to service providers is available over the network. If a shopper does not find the desired merchandise they are referred to another merchant who has the product and the referring merchants receives a commission or other consideration.